Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (previously amended) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

   (a) receiving records of individuals from an existing database automatically and without registration by the individuals;

   (b) populating a web-based database with the individual records of the non-registered individuals;

   (c) creating an access account for each individual record;

   (d) transmitting the access account to the non-registered individuals; and

   (e) enabling remote maintenance of the individual records by use of the access account.

2. (original)   The method of claim 1, wherein the records are received by transfer across an electronic link.

3. (original)   The method of claim 2, wherein the electronic link is electronic mail.

4. (original)   The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modem connections, network connections, VPN connections, or Intranet connections.

5. (original)   The method of claim 1, wherein the populating of the web-based database with the individual records further comprises automatically mapping the records.

6. (original)   The method of claim 1, wherein the populating of the web-based database with the individual records further comprises manually mapping the records.

7. (original)   The method of claim 1, wherein the access accounts are generated automatically.

8. (original)   The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by fax.

9. (original)   The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by email.

10. (original)   The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by a media selected from voice mail, physical address, or pager.

11. (original)   The method of claim 1, wherein the remote maintenance occurs across the Internet.

12. (original)   The method of claim 1, wherein the remote maintenance comprises altering the individual records.

13. – 16. (cancelled)

17. (previously amended) A remotely accessible data storage system, comprising:
   (a) a database automatically populated with existing customer data records without registration by the customer;
   (b) an account generator provided for creating access numbers for the customer data records;
   (c) a broadcast system provided for distributing the access numbers to the unregistered customer; and
   (d) an update system provided to enable customer access to the data records by use of the access numbers.

18. (original)   The remotely accessible data storage system of claim 17, wherein the database is a web-based database.

19. (original)   The remotely accessible data storage system of claim 17, wherein the customer data records include marketing profiles.

20. (original)   The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by facsimile.

21. (original)   The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by email.

22. (original)   The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by the media selected from voice mail, instant messaging, mail, or by pager.

23. (original)   The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by a combination of fax, email, and voice mail.

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